

any good to stigmatize the case as "wages slavery/' when what it means is that a man is under a necessity to earn his living ? It would be a grand reform in the mores if the masses should learn to turn away in contempt from all this rhetoric.

176. Epithets. Works of fiction have furnished the language with epithets for types of individuals (sec. 622). Don Quixote, Faust, Punch, Reinecke Fuchs, Br'er Rabbit, Falstaff, Bottom, and many from Dickens (Pickwick, Pecksniff, Podsnap, Turveydrop, Uriah Heep) are examples. The words are like coins.

They condense ideas and produce classes. They economize language. They also produce summary criticisms and definition of types by societal selection. All the reading classes get the use of common epithets, and the usage passes to other classes in time. The coercion of an epithet of contempt or disapproval is something which it requires great moral courage to endure.

177. Phrases. The educated classes are victims of the phrase. Phrases are rhetorical flourishes adapted to the pet notions of the time. They are artifices of suggestion. They are the same old tricks of the medicine man adapted to an age of literature and common schools. Instead of a rattle or a drum the operator talks about "destiny" and "duty," or molds into easy phrases the sentiments which are popular. It is only a difference of method. Solemnity, unction, and rhetorical skill are needed. Often the phrases embody only visionary generalities. "Citizenship," "publicity," "public policy," "restraint of trade," "he who holds the sea will hold the land," "trade follows the flag," "the dollar of the fathers," "the key of the Pacific," "peace with honor," are some of the recent

coinages or recoin-
ages. Phrases have great power when they are
antithetical or
alliterative. Some opponents of the silver
proposition were quite
perplexed by the saying: " The white man with the
yellow metal
is beaten by the yellow man with the white
metal." In 1844
the alliterative watchword " Fifty-four forty or fight
" nearly pro-
voked a war. If it had been " Forty-nine thirty
or fight," that
would not have had nearly so great effect.
The " Cape to
Cairo " railroad is another case of alliteration.
Humanitarianism
has permeated our mores and has been a
fountain of phrases